

**REMARKS**

Please cancel claims 1, 8, 14-24, 58-63, 66-68, 72, 74, and 76 without prejudice. Claim 9 is amended to depend from claim 2. Claim 41 is amended to correct an informality.

Claim 2 is amended to include the aspect of initiating a prescription in response to selecting an advertisement. This aspect is not found in the cited references Angles et al (US. Patent No. 6,385,592), Coli et al. (US Patent No. 6,018,713), and Mayaud (US Patent No. 5,845,255). Similar aspects have been added to claims 25 and 64. As such, these claims are allowable over the cited references.

Claims 3-13, 26-46, 65, 72, and 77 depend from or relate to allowable independent claims. Among other aspects, these claims include such novel aspects as initializing parameters of the prescription to values based on patient medical information, prioritizing pharmaceutical advertisement display order according to an amount of revenue received for displaying pharmaceutical advertisements for pharmaceuticals from a selected company, and filtering pharmaceutical advertisements for drugs the patient is allergic to prior to display. For these reasons and aspects, among others, Applicants respectfully assert that these claims are allowable.

Therefore, Applicants respectfully assert that the pending claims are allowable. Applicants respectfully request a notice of allowance be issued for all claims pending and hereby submitted.

**CONCLUSION**

The Applicants have amended the claims 2, 9, 25, 41 and 64 and cancelled claims 1, 8, 14-24, 58-63, 66-68, 72, 74, and 76. As such, the Applicants submit that the claims are allowable and respectfully request that a notice of allowance be issued for all claims pending and hereby submitted.

If the Examiner has any questions or comments, or if further clarification is required, it is requested that the Examiner contact the undersigned at the telephone number listed below. Please reference Attorney Docket No. RECAR:10US.

Respectfully submitted,



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